

# Henderson Was Birthplace Of Rose 5, 10 & 25 Cent Store Chain 20 Years Ago

That Store Is Only One of 89 In Five Southeastern States Today Making The Rose Store Company The Largest And One of Most Prosperous Chains in the South

## P. H. ROSE WAS FOUNDER

He Is Still The President And General Manager of the Corporation And is Also The Chief Owner

From a very modest beginning 20 years ago, P. H. Rose, of Henderson, principal owner of the Rose 5, 10 and 25c Stores Company has built up one of the largest 5 and 10c store chains in the Southern States—and one of the most prosperous and among the best managed in the country. The new Beaufort store which will be formally opened Saturday is the 38th store of the chain.

Other stores opened this year have been located in Griffin and Elberton, Ga., one at Lexington, Va., another at Benson in this State with others now under construction to be opened in the near future. It is the aim of the owner to have 100 stores in the chain before the present year expires.

The company was founded in March 1915, by P. H. Rose and this store, one of the largest in the chain is located in Henderson. Mr. Rose is still president and general manager of the corporation and is also the chief owner.

The stores have proven tremendous assets to the towns in which they are located. In addition to being good tax payers, many persons are given employment, and such merchandise that is offered for sale make the stores a mecca for persons in all walks of life, rich and poor, because of the variety of merchandise and the low prices of same.

To date the chain of Rose stores are located in only five states. Most of these are in North Carolina towns, but many are to be found in Virginia, South Carolina, Tennessee and this year new stores have been opened in Georgia. By reason of its bigness and the immense and growing volume of business, the Rose company enjoys great advantages in buying power, being able to obtain the best the market affords. This is why it is possible to offer merchandise at unusually attractive prices.

Gigantic stocks of goods were purchased months ago for the fall and Christmas shopping seasons. It will be only a matter of weeks before persons in Carteret county patronizing the Beaufort and Morehead City stores will see these Christmas goods on display. Rose stores, regardless of what town they are located in always occupy a site conveniently located for purchasers. Articles in stock in these stores include everything from a tiny pin up to wearing apparel retailing as high as two dollars.

In addition to hundreds of employees such as buyers, office workers, managers, assistant managers, supervisors, warehouse men and such, literally thousands of girls are given employment in the stores. Some of the larger stores employ up to 50 sales girls. The Beaufort and Morehead City stores on week ends and during holiday periods employ up to 25 employees, and they are usually selected from the town in which the store is located.

## MANAGER OF MOREHEAD CITY STORE



R. F. Kite

For the past three years R. F. Kite has been manager of the Morehead City store. He is one of the youngest members employed by the P. H. Rose Company. He is only 22 years old and was made manager when only 19 years of age. But he has made a good record, say officials of the company. A native of Harrisburg, Va., young Mr. Kite first started to work for the P. H. Rose Company in Lumberton in the stock room. He was soon made assistant manager of the Asheboro store and from there went as assistant manager to the Siler City store. Anyone visiting the Morehead City store can readily see that Mr. Kite is an efficient manager.

## Rose Store Features Simplicity Patterns

The new Rose store in Beaufort will feature a complete selection of "Simplicity Patterns" said Mr. Cree early this week. Each Simplicity pattern has its individual sewing primer which illustrates and describes every step in the construction of the garment. In addition to that, each pattern that bears this trademark is absolutely guaranteed in cut and fit, it was stated. And there are not just a few, but hundreds of styles to select from in the 'Simplicity' line.

## THE INSIDE OF A ROSE STORE



Interior View of Morehead City Store

A busy scene is presented in the Morehead City store on Saturdays and during the holiday seasons and business is good there at all times, according to Mr. Kite the manager. The Morehead City store interior is similar in style to other stores of the chain and is very much like the interior of the new Beaufort store. It is located on Arendell street in the business section of Morehead City. (Eubanks-News Photo.)

## RUBBER STAMPS AND SEALS

made daily. "Send for Our Prices Today." ROBERTSON STAMP WRKS. 22 1-2 W. Hargett St., Raleigh, N. C.

## JAMES CREE GOES TO HENDERSON TO HIGHER POSITION

E. P. Taylor Who Comes to Beaufort From Suffolk, Virginia, Will Be Manager of New Rose Store Here; He Is Experienced Chain Store Manager.

## CREE HERE SINCE 1928

He Will Retire From Active Store Management And be Connected With The Rose Wholesale Division; A Native of London, England, Mr. Cree Came to America at Age of 10 and Settled in Henderson; Has Been With Rose Company Since 1921.

James A. Cree who has been manager of Rose Store No. 38, since it was established in Beaufort in 1923 retires from active store management this week. He will return to Henderson and accept a position in the wholesale department of the Company.

This promotion comes seven years after he established the local store which this week moves to a larger building on Front Street. He will be succeeded by E. P. Taylor who comes here from Suffolk, Va., but who has several years of chain store experience before he became connected with the Rose Company. Mr. Taylor is a native of Alabama and for quite some time was manager of McCrory stores. His assistant will be Howard Gray, who comes to the local store from Hartsville, S. C.

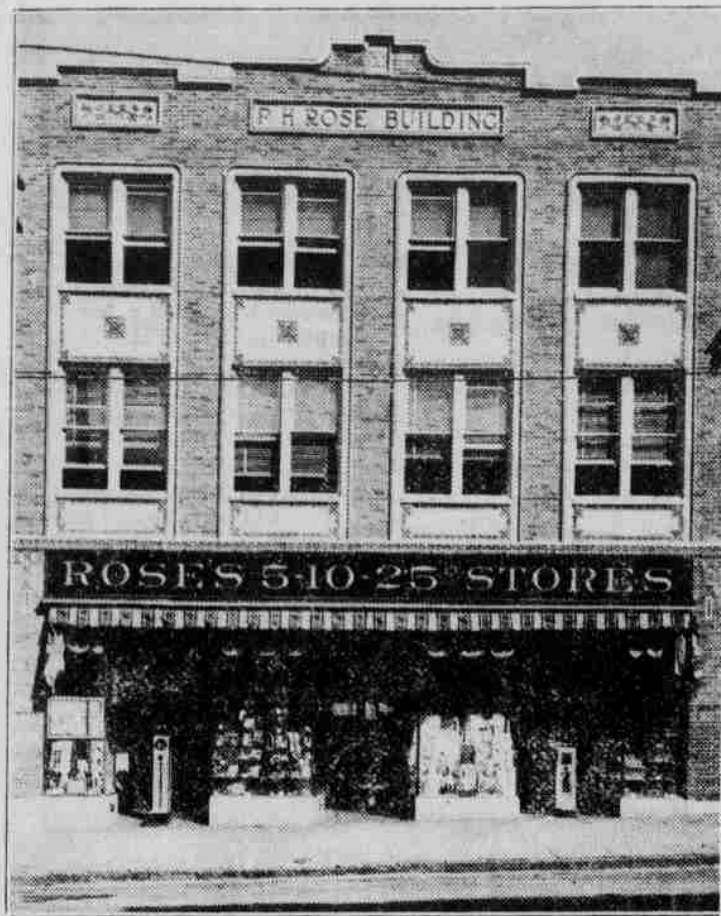
Mr. Cree who leaves Beaufort soon has a great many friends here who will hate to see him depart, but these same friends are congratulating him on his promotion. Mr. Cree has been with the Rose Stores since 1921. With years of experience in the mercantile business already he was given the management of Store No. 10 in Rockingham.

Later he was manager of the Littleton store and then was transferred to Beaufort. After the opening of the new store here he will retire to the wholesale division in Henderson, primarily because, due to his health he prefers work of a less strenuous nature.

Mr. Cree was born near London, England. He came to America and settled in Henderson at the age of 10 years, so his transfer there will be just like 'going home' for him. He says that he has always considered Henderson his home.

Tax exemption certificates have been delivered to 4,200 cotton growers of Lincoln County.

## STORE NO. 1 OF THE ROSE CHAIN



Offices Too Are Located In This Building

Since Store No. 1 of the Rose chain was established in Henderson back in 1915, 88 others have been opened in various towns of North Carolina, Virginia, South Carolina, Tennessee and Georgia. The above store is a tremendous business asset to Henderson. In addition to the store on the lower floor, offices of the firm, or southern headquarters are located there. Executive business of the chain store is conducted in this building. J. G. Bradford is manager of the above store. Among the executives occupying offices there are, P. H. Rose, the president of the firm; T. B. Rose, Jr., vice president and general manager; R. W. Bruin, location selector and buyer; H. P. Betcher, buyer and personal supervisor; R. W. Thorne, district manager; Miss Gussie Winstead and W. T. Newcombe, auditors; Mrs. M. S. Gerber, millinery and hosiery buyer and a number of others make up the executive personnel.

Three pure bred Guernsey bulls were purchased last week by Rowan farmers from Quail Roost Farm in Durham County.

Farms in Rockingham County on which no lespedeza was grown four years ago now have from 5 to 25 acres each.

—NOW IS THE TIME—  
Windshield And Door Glasses Repaired While You Wait—  
LOFTIN MOTOR COMPANY  
Beaufort, N. C.

## Riverview Tavern

—at—  
North River Bridge  
IS NOW UNDER  
New Management  
SQUARE DANCES  
Every Tuesday, Thursday  
and Saturday Nights  
LADIES INVITED  
GOOD MUSIC  
GOOD TIMES  
—at—  
RIVERVIEW TAVERN  
Leon Thomas, Mgr.

Much damage to late corn is reported by eastern Carolina farmers as a result of wind storms accompanying the recent tropical gale.

SPECIAL SUBSCRIPTION OFFER FOR STUDENTS AND TEACHERS  
For only 75 cents you will receive The Beaufort News until June 1, 1936. Read the news from back home as published in Carteret's leading newspaper. Offer good until October  
Aycock Brown, Beaufort News, Beaufort, N. C.

## For the Childrens School Lunches

- Delicious
- Raisin
- Sugar
- Spice
- Lemon
- Cocoanut
- and
- Ginger
- COOKIES

—10c Per Doz—  
BETTS' BAKERY

THE HOME OF  
LADY CARTERET BREAD

## Camels don't get your Wind



CAPT. TERRELL M. JACOBS Lion Trainer  
AND I'VE FOUND THE REAL MILDNESS THAT I WANT — IN CAMELS! THEY NEVER DISTURB MY WIND  
HORSEWOMAN Judy Ford

SO MILD! YOU CAN SMOKE ALL YOU WANT  
CAMELS COSTLIER TOBACCOS



## This Is To Announce

The Opening of  
WILLIS HARDWARE COMPANY  
(Next door to Ramsey Grocery Co.)  
QUALITY HARDWARE AND  
SHIP CHANDLERY  
PAY US A VISIT AT OUR  
NEW STORE  
Willis Hardware Co.  
Otis Willis, Prop.  
Front Street Beaufort, N. C.

BURNETT'S WHITE SATIN GINS  
"Heads" you lose—"tails" you lose! The "Heads and Tails" must come out before Burnett's White Satin Gins go in the bottles. This is why they are smooth as a swallow—soft as satin. Enjoy the best—name your gin!  
Sole U. S. Agents  
BROWN WINNERS CO., Inc.  
WORLD-FAMOUS OVER 100 YEARS

LETTERHEADS  
Are in reality . . . Ambassadors . . . They should bespeak quality . . . In Our Printshop we have ideal paper and type for printing stationary with character, dignity, and distinctiveness. Let us figure with you on that next stationary job. Beaufort News Printshop.

JACK OAKEY AND SPENCER TRACY IN "Looking For Trouble"  
—All Talkie Movie at—  
THE LYRIC THEATER  
MARSHALLBERG, N. C.  
Show Starts at 7:30 P. M.  
Friday Night Oct. 11 10-20  
Saturday Night Oct. 12 15-25c  
Talking Pictures Friday and Saturday Nights Each Week

MEADOWS MARINE RAILWAYS  
NEW BERN, N. C.  
Are Now Under Management of Walter T. Brinson, These ways have been completely reconditioned and are ready for any Marine Job.  
YOUR PATRONAGE WILL BE APPRECIATED  
Walter T. Brinson, Trading as  
MEADOWS MARINE RAILWAYS